

**CITY OF CARLSBAD
CLASS SPECIFICATION**

JOB TITLE: **COMMUNITY/COMMUNICATIONS COORDINATOR SERIES**
 Community Arts Coordinator
 Communications Coordinator
 Community Volunteer Coordinator

DEPARTMENT: **VARIOUS**

BASIC FUNCTION:

Under general direction provides access to community arts, services and programs, initiatives and/or a broad variety of city and community communications in order to enrich the community and make it more desirable.

DISTINGUISHING CHARACTERISTICS:

This is a management position with a wide scope of responsibilities and considerable discretion. Incumbents may be solely responsible for deliverables in their assigned areas. This position reports to varying levels of department management.

KEY RESPONSIBILITIES:

Provides opportunities and encourages the public to understand and participate in city and community programs and events;

Promotes city and community education and opportunities through various forms of public outreach including print media and social networking;

Provides access to information and programs;

Surveys, collects and evaluates community participation, attendance and satisfaction and overall results of specific measures and goals;

Serves on and/or chair committees or commissions as appropriate to support initiatives and programs;

Makes public presentations before community and professional groups;

Coordinates assigned aspects of community participation programs;

Develops partnerships and coordinates information with outside agencies to foster and develop community services, education and information;

Researches and applies for grants and administers the distribution of funds;

Develops and administers division or program budgets and monitors expenditures;

Administers budgets or other funds derived from grants, corporate sponsorships, local foundations and non-profit organizations;

Manages agreements for contract services; nad

Recruits, trains and supervises employees and volunteers.

COMMUNITY ARTS COORDINATOR

Fosters awareness, expression and appreciation for the cultural arts amongst a diverse audience;

Engages volunteer artists in providing services to the public;

Determines and contracts for public arts in conjunction with municipal capital projects;

Applies, obtains and administers community art grants to provide funds to local arts and service organizations, arts education, artists, exhibits and ongoing programs that advance the arts in the community;

Collaborates with and promotes the inclusion of arts education in local schools; and

Provides administrative or operational support to the Cultural Arts Manager.

COMMUNITY VOLUNTEER COORDINATOR

Develops a comprehensive plan and coordinates strategy on matching volunteers and community partners to the areas of need;

Coordinates volunteer opportunities for the community and in conjunction with city services, events, programs and department operations;

Recruits and processes volunteers including qualification processes, back grounding and professional reference checks;

Maintains electronic or paper records of volunteer files and complies with destruction of records requirements;

Provides orientation and City training to volunteers;

Identifies and assigns volunteers or makes referrals to various city volunteer activities;

Handles volunteer relations issues, policy violations and dismissals;

Provides volunteer recognition events and opportunities; and

Provides opportunities for volunteers to share their experiences and feedback on the volunteer program.

COMMUNICATIONS COORDINATOR

Performs public relations functions to support routine city issues and services;

Writes, edits, prepares and distributes informational materials, articles and presentations to inform the community and the organization of city issues, services, programs and events;

Prepares and delivers presentations to internal and external audiences;

Represents the city and/or departments at community group meetings;

Writes and oversees video productions;

May serve as a liaison to the media and a city spokesperson for routine city issues and services;

Conducts tours of city facilities or projects under development; and

Administers web site content and social media on behalf of the city.

QUALIFICATIONS

Knowledge of:

Principles and practices of community service and program planning;

Vendors and contracts available to provide needed services;

Community survey and research techniques and methods;

Various computer programs including but not limited to some or all Microsoft Office Suite applications and other publishing applications; and

Digital communication (website communication and social media).

Ability to:

Speak clearly, concisely and accurately both orally and in-writing;

Organize and deliver overall requirements of ongoing community programs;

Identify and anticipate communication needs of the organization and determine effective methods for carrying out communication of programs;

Establish and maintain effective working relationships with those contacted in the course of work including City officials, government offices and other agencies;

Ability to work with multiple stakeholders with differing viewpoints in a team based and collaborative work environment; and

Supervise volunteers and/ or employees.

EDUCATION AND EXPERIENCE

Any combination equivalent to the education and experience that provides the required knowledge and abilities is qualifying. A typical background may include:

Equivalent to a Bachelors degree in Business or Public Administration or field of study related to specific assignment i.e. Journalism, Communications or Fine Arts' and

Two years of experience and/or a combination of education and experience

CITY COMMUNICATIONS COORDINATOR

Principles and practices of media relations, digital media (web and social media), public involvement, journalism (news and feature writing), video production, photography, effective public speaking.

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL SETTING:

While performing the duties of this class, an employee is regularly required to communicate, in person and by telephone; utilize office equipment; and reach with hands and arms. An employee is also required to assimilate written materials relevant to the position.

In addition, while performing the duties, employees of this class are regularly required to engage communication skills; interpret financial and statistical data, information and documents; analyze and solve problems; use math and apply mathematical reasoning and abstract statistical concepts; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines; and interact with staff, Council members and others encountered in the course of work.

Ability to work in a standard office environment with some exposure to the outdoors; ability to travel to different sites and locations; attend evening meetings; work under pressure and potentially stressful situations.

This is an at-will Management classification.